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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

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No. 14

## FORECAST FOR '43

Good yields and the largest planted acreage in 11 years were forecast in the General Crop Report for July. This in spite of floods, adverse weather and shortages of seed, machinery, and labor. WFA Administrator Marvin Jones said of the report (USDA Release 77-44):

"This indicates that on the average farmers are meeting this year's production goals for field crops established last winter.... Since the production goals for crops and livestock were the basis of food management plans for the year, today's report bears out earlier forecasts that we will have enough food in this country -- given at least average weather for the rest of the year -- to give civilians adequate and healthful diets, in addition to meeting military and other essential requirements."

Much progress has been made since the March Intentions to Plant report in getting added acres of critical crops. A good deal of credit is due to intensive info drives to carry the story to the country. Congratulations!

PUSHING PROTEIN PRODUCTION In a Farm & Home Hour talk on July 7, Secretary Wickard gave some timely hints on increasing protein content of legumes and grasses by early cutting. A reprint of his talk is being prepared for field distribution and will go out soon to the Calendar mailing list. The tips can be adapted easily for local use in press and radio material.

## FOOD FIGHTERS FOR FREEDOM

Soon millions of American housewives will be raising their right hands to pledge:

'I WILL PAY NO MORE THAN TOP LEGAL PRICES. I WILL ACCEPT NO RATIONED GOODS WITHOUT GIVING UP RATION STAMPS.'

That's America's Home Front Pledge. Mass meetings, called by community committees all over the nation, will take the pledge after hearing explanations of the form and formula of rationing and price control programs. Later on door-to-door canvasses will be carried out. Housewives will sign the Home Front Pledge and become entitled to display the official window sticker.

THE HOME FRONT PLEDGE DRIVE IS THE FIRST -- AND MOST IMMEDIATELY URGENT -- PHASE OF THE OVERALL FOOD CAMPAIGN TO ENLIST THE AMERICAN PUBLIC AS 'FOOD FIGHTERS FOR FREEDOM.'



Info workers will get full details of the opening drive shortly after July 21. On that day, 13,000 Home Front Pledge handbooks outlining the community mobilization plan will leave Washington for distribution to the county level. At the same time, handbooks detailing the info side of the campaign will go to the state level.

OPA DISTRICT INFO OFFICERS AND COMMUNITY SERVICE MEMBERS OF LOCAL WAR PRICE AND RATION BOARDS ARE BEING INSTRUCTED TO GET IN TOUCH WITH YOU. OBJECT: ACTIVE COOPERATION IN FORMING COMMUNITY COMMITTEES. STAND BY FOR ACTION.

Proof of the effective work a Home Front Pledge campaign can produce is provided by New Orleans. There the drive pushed the cost of living index down 5 percent -- and that's info that means business!

Current food campaign activity should not be limited to cooperation with the Home Front Pledge program. The overall theme, Food Fights for Freedom, should be carried into each individual food campaign -- production, Victory Gardens, home food preservation, all the rest.

Moving forward in the next few months through the individual campaigns, the overall campaign will culminate in Food for Freedom month in November. This calls for all-out mobilization of government facilities, media, cooperating groups -- in fact, every American community and every American.

POINT CHARTS FOR FARMERS Beginning with August point value changes for meat, butter, and fats, farmers who have reported to ration boards on their red stamp sales to consumers will receive the new point tables by direct mail. This system will relieve WBs of responsibility for distributing the charts. WBs will continue to get notification copies, however. As for the trade point value charts, they'll continue to go to slaughter permit holders through WBs.

-----'HARD-TO-GET' SUPPLIES-----

Info workers should note the transmittal memo on Food Info Series 28, the OWI fact sheet on WPB's program to make "hard-to-get" farm supply items available to farmers. The fact sheet is sent for your information. As items covered by the program become available locally, the fact sheet may provide grist for info. Until the supplies are available, however, info probably would be premature and could cause confusion.

-----COPPER WIRE FOR FOOD----- A forthcoming WB Memo will announce a new distribution system for copper wire for farmstead wiring which will reduce labor requirements or boost food production. The new plan, to be administered by county WBs, is simpler for the farmer than the previous system and will facilitate handling applications. The national press release announcing the plan and a suggested local release are to accompany the WB memo.

MAKE HISTORY AT HOME How our food is helping win the war and how it can help build a lasting peace will be told on Consumer Time next Saturday, July 17 (NBC, 12:15 p.m. EWT). "Food Makes History" is the show's title.



-----LABOR'S STILL A PROBLEM-----

A few months ago, almost everybody was doing his full share of worrying about the farm labor shortage. Now concern has slackened markedly. There's real danger in the tendency to regard farm labor problem as solved.

That's over-optimism, for in many areas the crisis period is yet to come and the harvest season will bring a desperate need for willing hands. In every community where a tight labor situation is in prospect, info workers must guard against growth of false optimism.

Keeping day-to-day developments in mobilization plans before the public and reports of U.S. Crop Corps activity in neighboring areas will help build a readiness to meet the test when it comes.

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COMMUNITY COOPERATION HELPS Here's an example of how info work and community cooperation teamed to meet a labor crisis in Buena Vista county, Iowa. The community discovered it needed 1600 Crop Corps workers for bean picking, hybrid corn detasseling, and other important jobs. No outside help was available -- so the recruits had to come right from the community.

A recruitment drive was touched off by a manpower mobilization meeting in a public park, planned by a manpower advisory committee including numerous civic groups. Biggest gun in the info work was a special edition of the Storm Lake Register prepared with State Extension aid. Stories and pictures told of the meeting, what had to be done to save the crops, how citizens could help. Good use was made of Crop Corps insignia and certificate, as well as progress reports from elsewhere in the state. Extra push came from display ads sponsored by merchants and organizations. All stressed war-importance of farm work, to back up the county's own men in service. One particularly effective ad described in detail what the work was like, how it's done to put over the "of course you can do it!" idea.

That's the kind of community cooperation it takes to get the job done.

-----ANOTHER HELPING OF SPUDS?-----

The problem of boosting potato eating while the eating is good (and before the potatoes spoil) is still with us. The special info kit on the potato crop is known as Food Info Series 29, recommended for immediate attention and appropriate action.

LISTENING MATTER This week Farm & Home Hour will feature these topics: Monday, July 12, "Summer Care of Food" and "How to Keep the Garden Stuff;" Tuesday, July 13, A. G. Black on "Increasing Production with RACC Loans;" Wednesday, July 14, talk by Secretary Wickard; Thursday, July 15, "Where Once There Was Only Water," story of flood rehabilitation; Friday, July 16, Surgeon General Thomas Parran on "Here's to a Healthier World," No. 2 in the "Future for Which We Fight" series.

FLASH --- CHANCES ARE THE 1944 ACP PROGRAM WILL BE ANNOUNCED BEFORE NEXT ISSUE OF CALENDAR. IF IT BREAKS, GIVE IT THE WORKS STRESSING LOCAL ANGLES.

